

HINTS FOR BOOMERS

Municipal Growth Expert Tells How Towns May Expand.

PUBLICITY VERY IMPORTANT.

Believe In Your Town, Urges E. S. Batterson—Enthusiast Over It—Advertise in Local Press—Make Commercial Travelers Comfortable.

What makes a small city or town deserve to grow? What makes a city or town grow?

Marshall, Mich., wants to know, and it thinks it is finding out, says the Detroit News Tribune. It has started out to learn. This is a prosperous town but it wants to prosper more.

The Marshall Business Men's association as one feature of its activities recently called into constitution a number of speaking on expert from Chicago. He was Elmer S. Batterson, Secretary of the Chicago Municipal Service League.

The first thing when the town went into conference with itself and the "municipal growth" expert was a banquet of course. Business men, manufacturers and citizens generally were there. After the feast W. H. Porter introduced Mr. Batterson.

Mr. Batterson's undertaking was a series of four lectures. At the banquet he delivered a general talk, stating his programme. The first of the lectures was given by him the following evening. "Town publicity" was the first topic under the general head of town prosperity. "How can Marshall be put more conspicuously on the map?" was the specific form of the question.

"I do not mean by magazine advertising, but in other ways," said Mr. Batterson. "One of the best things essential to town publicity is that you believe in your town; believe that it is going to succeed. You should get to work to make the town and you must absolutely believe in your town. Be enthusiastic over it. This matter of publicity is important."

Life to boost Marshall. The great est factor in the publicity of your town is your local press. No matter if it has published something about you that you do not like. Large business firms use and receive thousands of clippings each day, and information from small towns is deemed valuable.

You should make your advertising as interesting as possible. Have it read so that it will be news. How is the commercial side of a town going to benefit from the newspaper? Nothing is more real than the industrial news of the town. Have a constituted agency in your business men's organization.

Have your committees instructed to take definite action at a definite time. The newspaper reporter will see to the rest of it. The representative of the state press to the town does now to them the same as you do it that any other person. A Sunday paper with a column of reading matter from a local newspaper that goes out to a distance to the city. Our papers are glad to get real live news of every industry, mines, changes, etc., and have someone to write community news after such matters. The Real Estate Men's association should be in touch with these state press representatives. What is said to the state press helps to boost town a great deal. If the news is good natured it gets into the plate service, goes into all Michigan papers and the town is a live one.

Next comes the commercial traveler who gives the town publicity. He is a missionary who goes about the country and makes reputation for your town. Don't tell the commercial traveler a hard luck story. You have a good impression of your town. Look after his comforts while he is with you, or if not he may take a grumble to a rival town.

Good hotel accommodation is a mighty factor in advertising a town. Have a hotel that will attract people to your city over Sunday. I know of one town of 3,000 population which has a magnificent hotel. The owner is losing \$1,000 a year and upward. He owns quite a number of industries in the town, and the hotel attracts the people to the town, so in the long run he is nothing but.

What about the traveler who passes through your town? Let the railroad station surroundings be attractive, so it will give him a good impression. It is comparatively easy to accomplish things in the line of depot improvements. Some women in some instances look after the fixing up of the station grounds. Let some one be responsible to look after this. Do not make the depot surroundings the back yard of your town.

What are you going to do with the visitors that come to your town? Is an other factor in town publicity. Don't advertise your town by your beautiful cemetery. Neither advertise your town by your hospital, jail nor even court house. Don't neglect to show your visitors what you have, but don't show them the parks, jails, cemeteries, etc. Interest your visitor in the industries

of the place. They may be old to you, but they are not to the visitor.

Conventions are also a good thing to advertise the town, although a little expensive. For this purpose a town should have an auditorium large enough to seat more than may be admitted. Street carnivals give publicity, but don't let it get your town known at the time of a carnival from the visitors which it attracts. Entertain them.

A publishing concern is a good thing for a town's publicity. It does not cost the town a single cent. In a certain town one small publishing concern sells a product to 10,000 customers in 6,000 cities. Publishing are sent out and these advertise the town. A town deserves publicity from its manufacturing products. Some publishing companies also do their part. Marshall, Mich., upon it and placed upon a package sent out world advertising that it wants to prosper more.

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"One good scheme for advertising would be the speaker. "It is a means to get a postal card printed bearing a picture of his store and attach it to a one cent stamp and then sell the card for a cent. In this way the card would be mailed."

One instance he cited was that of a local firm which desired to get the contract for furnishing the post office for a neighboring city. The local men heard the name of the city in which they were manufactured. The chamber of commerce of the first city appropriated a certain amount, and as a result the contract was secured.

THE WHITTLES.
See that new boy is still growing up.
And see the whittlers string down,
Like blue birds, a musical crew.
To answer this in this old town
A few are building houses. They
Are enterprising, but the rear
They sit around the work all day
And scatter shavings fast and wide.
Some men are working, some are dressing.
That over, earn their last and clearest.
Now Smith follows the site, but Jones
He spits tobacco juice and whittles.
We want to see the town advance—
For this we have to spend our lives.
And maybe will improve the chance
By encouraging schoolchildren.
There's no use trying to increase
Our town's importance while the chaps
Be anxious to see off those greenhorns
In whitening up the buildings' scarpas."
—T. Sarge Jr.

The Menace of the Forest.

The climatic history of the Old World will repeat itself in America. If forest destruction at its present rate of recklessness, should continue much longer, our continent will have to dry up. But the fact remains, and its significance may be inferred from the experience of the Mediterranean coast lands, where thousands of god-gardens have been turned into Gehennas of wretchedness and desolation.

By tree destruction alone a territory of 4,500,000 square miles has been withdrawn from the habitable area of our planet. The physical history of the eastern hemisphere is history of a desert and originated somewhere near the cradle of the Caucasian race in Babylonia, perhaps—and spreading westward and southward, has blighted the Edens of three continents like a devouring fire and is now searching the west coast of Africa, and sending its warning clouds far out to seaward. Dr. Felix L. Oswald, in National Magazine.

Best Results

will reward your efforts if you use Bat Guano in your field, yard or garden. We are Carlsbad sales agents for the famous Bat Guano, mined by the El Paso Guano and Fertilizer Company of Carlsbad, N. M., and can make prompt deliveries.

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"OUR CUTS PRINT"
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FOR COUCHS AND ALL THROAT AND LUNG TROUBLES.
GUARANTEED SATISFACTORY OR MONEY REFUNDED.

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Asst Cashier.

The First National Bank
Carlsbad, New Mexico
Capital and Surplus, \$125,000.

We have ample capital and are prepared at all times to care for the needs of our customers. The patronage of the public is respectfully solicited. No account too small to receive our best attention.

B. A. Houser, President.

R. B. Armstrong, Cashier

The National Bank of Carlsbad

Depository for Eddy County and Territory of New Mexico.

Open an account with us and try paying by checks.

You will find it will pay.

DIRECTORS—B. A. Houser, F. F. Doepp, F. Hendricks, M. Livingston, R. B. Armstrong, J. O. Cameron, C. H. McLennan.

Middle of the Block, Next door to Post Office

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The only safe bank in the world. Never returns a check unpaid. Burglar proof. Will pay the largest dividends of any bank. Never refused to pay depositors. Never affected by money panic. Always solvent. The oldest banking institution in the world. The only safe bank to deposit in. All deposits guaranteed by the creator of all things and the U. S. Government. If you are interested, see

The Holloway Land Co.

In the Mullane Building, east of First National Bank.

CARLSBAD, NEW MEXICO.

U. S. Market. Corn fed BEEF AND MUTTON. Free of Alkali. PORK, SAUSAGE, AND ALL BY-PRODUCTS. FISH and OYSTERS in Season. JOHN LOWENBRUCK, Prop.

DON'T WAIT!

BUY NOW

The time to buy land is when it is cheap.

When time comes that it raises you cannot buy.

NOW IS THE TIME.

If you want to buy, go where the sellers come to sell.

Call or write.

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A good Ditching Machine

suitable for irrigation or road work.

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Prompt Service
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Good Rigs....Fine Driving Horses